

Washington Beer and Wine Wholesalers Association

P.O. Box 1319
Olympia, WA 98507
(360) 352-5252
Fax: (360) 943-9784

FAX TRANSMISSION COVER SHEET

Date: September 9, 1999

To: Dan Levine - K & L
Steve Knight - City Beverage
Bob Stevens - Western Washington Beverage
Rich Faw - Columbia Distributing
cc: Brad Jurkovich
Gigi Burke

Re: Seattle Ad Ban, etc.

Sender: Phillip H. Wayt

**YOU SHOULD RECEIVE TWO PAGE(S), INCLUDING THIS COVER SHEET.
IF YOU DO NOT RECEIVE ALL THE PAGES, PLEASE CALL (360) 352-5252.**

The information contained in this facsimile message is privileged and confidential. It is intended only for the use of the individual or entity to whom it is addressed. If you are not the intended recipient, or the employee or agent responsible for deliveries to the intended recipient, you are hereby notified that any use, dissemination, distribution or copying of this communication is strictly prohibited. If you received this facsimile in error, please notify us by telephone immediately.

As you know, for some time Seattle, specifically Seattle City Council and the King County Board of Health, have been considering a potential liquor advertising ban much like the one that is now in place for tobacco. Fortunately, discussions have really centered around youth access to products rather than advertising.

Yesterday after a Liquor Board hearing in Olympia I met with Brad Jurkovich of Pacific Public Affairs who has been monitoring the Seattle meetings for Anheuser-Busch. Gigi Burke of Crown Distributing in Everett has also been to these meetings. She has made a presentation to the sub-committee regarding the programs that Crown and A-B have in place on discouraging youth access to their products. Apparently that went very well.

WBW-004090

EXHIBIT NO. 227, Date: 8/1/05
Deposition Of: Phillip Wayt
CONNIE CHURCH, Court Reporter

WBWV-004090

PLAINTIFF'S EXHIBIT	
CASE NO.	CV04-0360P
EXHIBIT NO.	161

Brad tells me that another sub-committee meeting has been set at 9:30 AM on Thursday, September 23 in the city council offices on this subject. He said the sub-committee members have asked for a presentation from several Seattle distributors on like programs that you may have in place in the Seattle area.

With your supplier support, this is an excellent time to showcase and detail anti-abuse and anti-youth access programs you utilize. Given the right amount of attention now, we may be able to keep sub-committee's attention focused on youth access rather than ad bans, etc.

I believe your active participation in this next meeting is extremely important for the Seattle situation now and may impact considerations in other communities in the future. Please give this your highest priority. I urge you or an official from your distributorship to personally make a presentation and not simply call in brewery personnel for this event.

For details on the meeting you may call Brad Jurkovich at Pacific Public Affairs in Seattle. Their telephone number is 206-682-5066. I will be attending an AWB legislative conference that day and cannot attend. I will call you after the meeting to see how it went. I will also provide Brad with your names and telephone numbers.

Thanks for your attention to this issue. I'll see you next week in Portland. I will bring this issue up at our Saturday meeting.

WBW-004091

WBVV-004091